

# An In-Depth Analysis and Comprehensive Study of Tire Usage

Category

Year Month

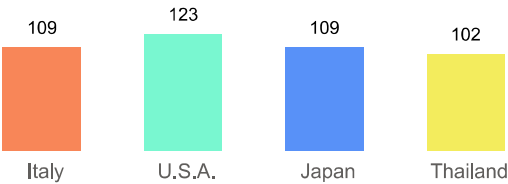
Country

All

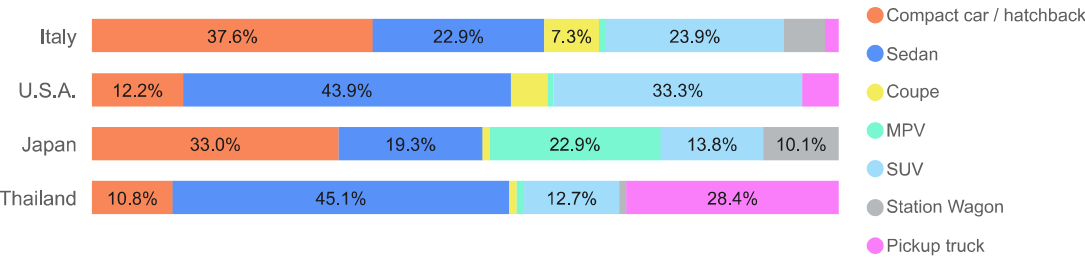
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All

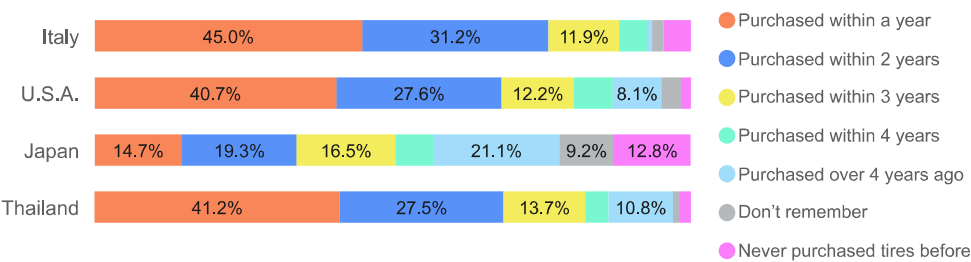
Sample Size



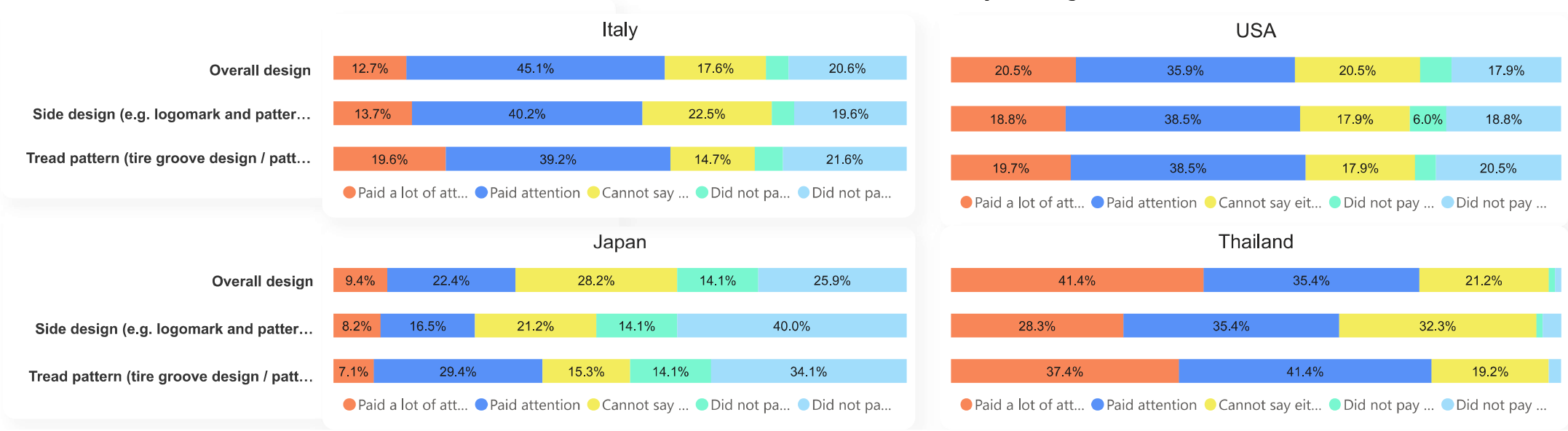
Body type of the car



Tire Purchase Experience



How much attention to Pay to Design



Category

Year Month

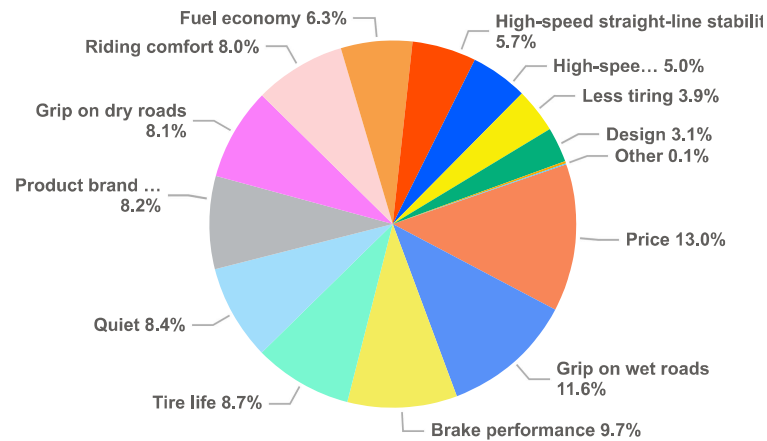
Country

All

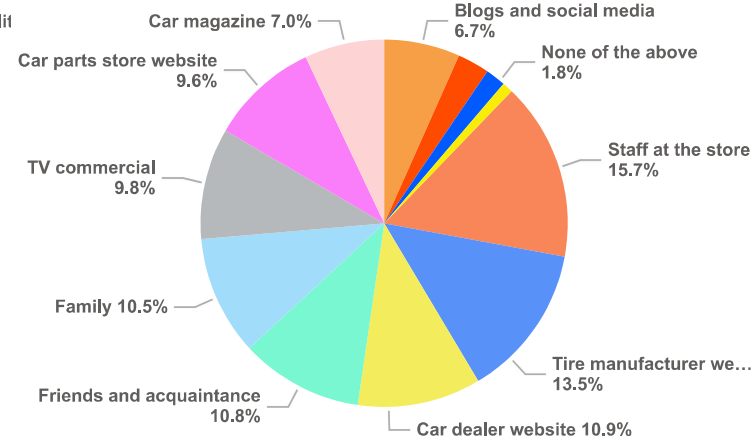
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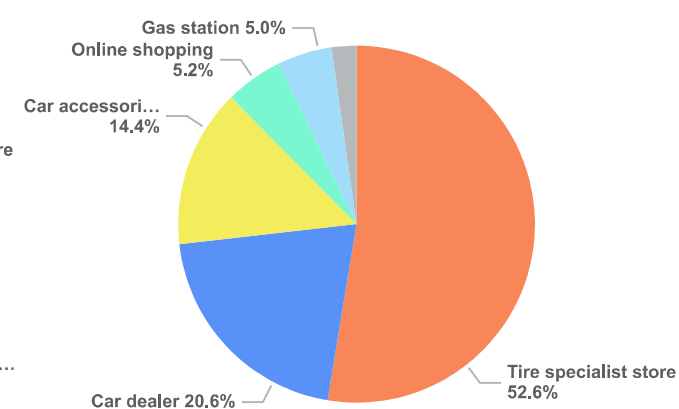
Tire Purchase Importance



Sources of information when purchasing tires



Where to Purchase Tires



Q6	1	2	3
Italy	Grip on wet roads	Price	Brake performance
U.S.A.	Price	Grip on wet roads	Tire life
Japan	Price	Riding comfort	Brake performance
Thailand	Brake performance Grip on wet roads	Price	Quiet

Q7	1	2	3
Italy	Staff at the store	Tire manufacturer website	Family Car dealer website
U.S.A.	Staff at the store	Family	Friends and acquaintance
Japan	Staff at the store	Tire manufacturer website	Car dealer website
Thailand	Tire manufacturer website	TV commercial Friends and acquaintance Car dealer website	Blogs and social media

Q8	1	2	3
Italy	Tire specialist store	Car dealer	Car accessories store
U.S.A.	Tire specialist store	Car dealer	Online shopping
Japan	Car accessories store	Tire specialist store Car dealer	Gas station
Thailand	Tire specialist store	Car dealer	Car accessories store

Gender

Male

Female

Gender Age

M10s

M20s

M30s

M40s

M50s

M60s

M70s

M80s

F10s

F20s

F30s

F40s

F50s

F60s

F70s

F80s

Occupation

All

Body Type

Compact car / ...

Sedan

Coupe

MPV

SUV

Station Wagon

Pickup truck

Category

All

Year Month

All

Country

All

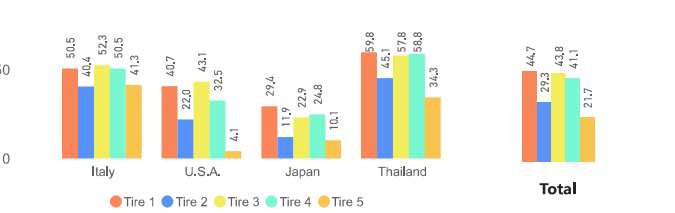
Year Month

All

Overall Tire Evaluation (Score)

Appearance image

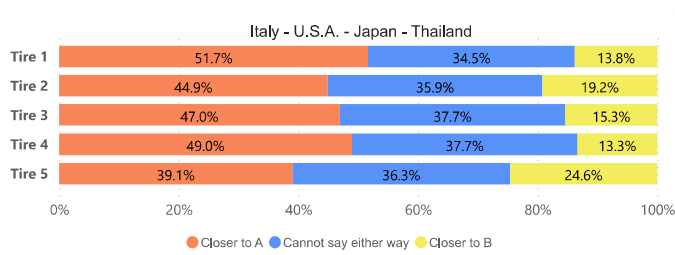
[A] Advanced [B] Conservative



Appearance Image (Point)

Appearance image

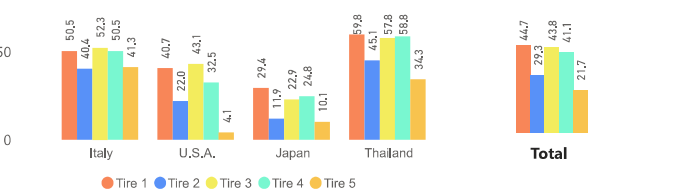
[A] Luxurious [B] Not Luxurious



Overall Tire Evaluation (Score)

Appearance image

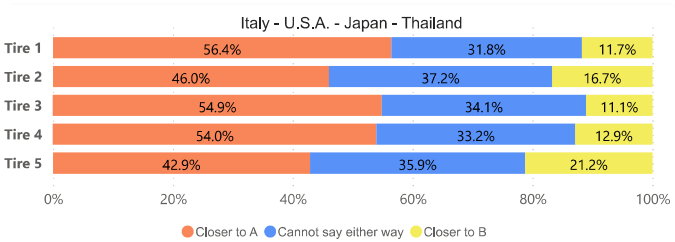
[A] Advanced [B] Conservative



Appearance Image (Point)

Appearance image

[A] Advanced [B] Conservative



Tire purchase experience

Purchased within a year

Purchased within 2 years

Purchased within 3 years

Purchased within 4 years

Purchased over 4 years a...

Don't remember

Never purchased tires bef...

Score Levels

5Y

3Y

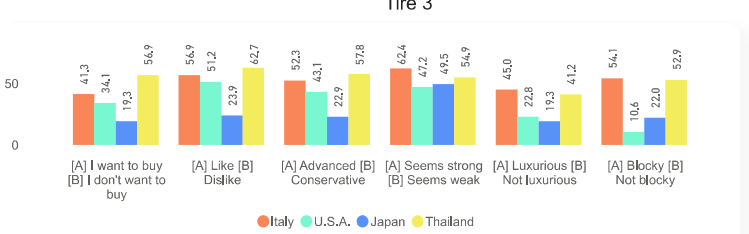
Tire Image



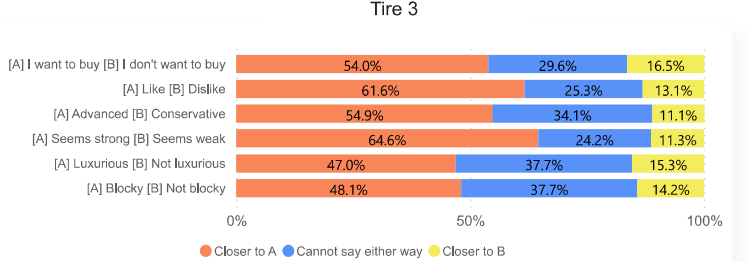
Tire Image



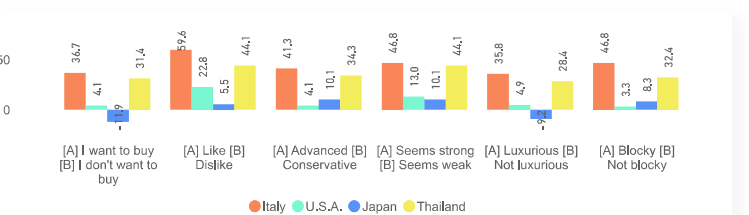
Appearance Image (Score)



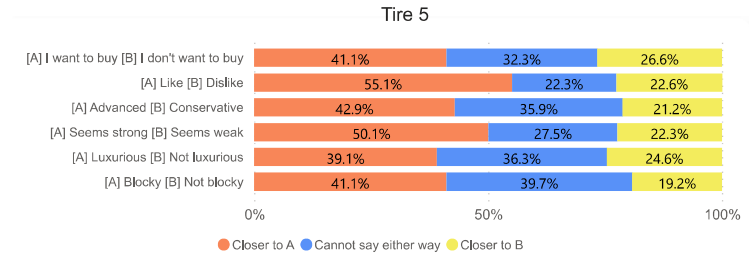
Appearance Image (Point)



Appearance Image (Score)



Appearance Image (Point)



Gender

Male

Female

Gender Age

M10s

M20s

M30s

M40s

M50s

M60s

M70s

M80s

F10s

F20s

F30s

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F50s

F60s

F70s

F80s

Occupation

All

Body Type

Compact car / ...

Sedan

Coupe

MPV

SUV

Station Wagon

Pickup truck

Category

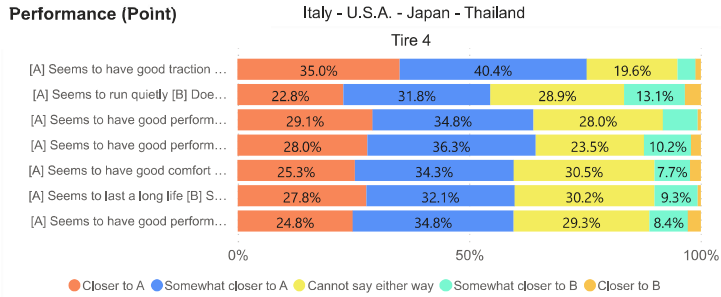
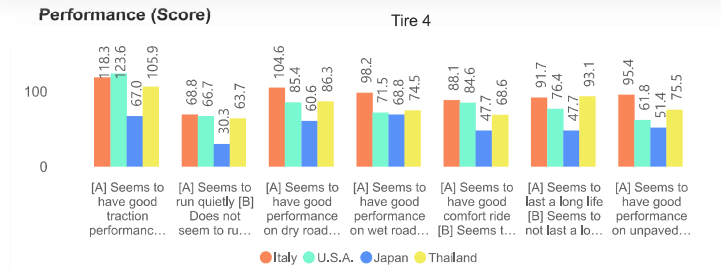
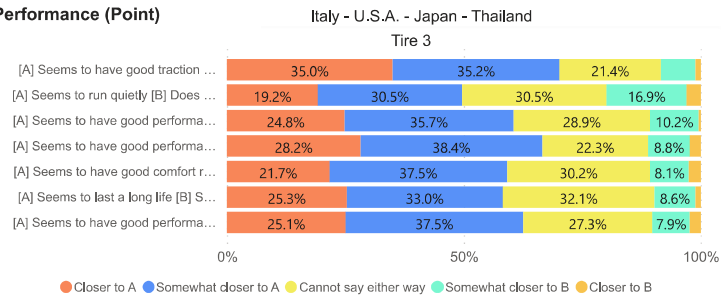
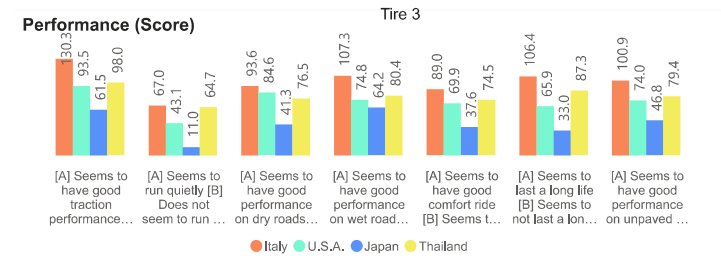
All

Year Month

All

Country

All



Tire purchase experience

Purchased within a year

Purchased within 2 years

Purchased within 3 years

Purchased within 4 years

Purchased over 4 years a...

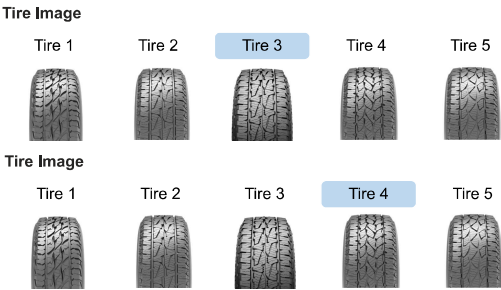
Don't remember

Never purchased tires bef...

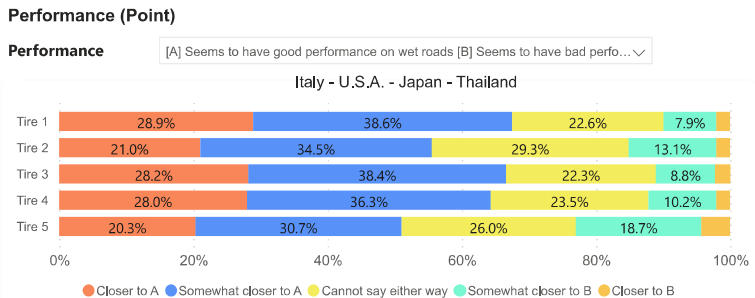
Score Levels

5Y

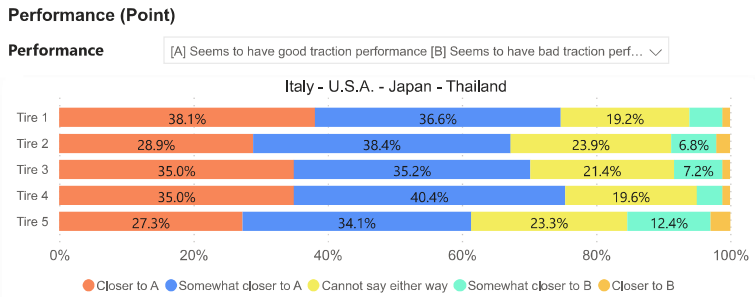
3Y



Tire performance ranking	Italy	U.S.A.	Japan	Thailand
[A] Seems to have good performance on unpaved roads [B] Seems to have bad performance on unpaved roads	Tire 1	Tire 3	Tire 1	Tire 3
[A] Seems to last a long life [B] Seems to not last a long life	Tire 3	Tire 1	Tire 4	Tire 4
[A] Seems to have good comfort ride [B] Seems to have bad comfort ride	Tire 2	Tire 4	Tire 1	Tire 1
[A] Seems to have good performance on wet roads [B] Seems to have bad performance on wet roads	Tire 1	Tire 3	Tire 1	Tire 3
[A] Seems to have good performance on dry roads [B] Seems to have bad performance on dry roads	Tire 4	Tire 1	Tire 4	Tire 4
[A] Seems to run quietly [B] Does not seem to run quietly	Tire 2	Tire 4	Tire 2	Tire 2, Tire 1
[A] Seems to have good traction performance [B] Seems to have bad traction performance	Tire 1	Tire 4	Tire 4	Tire 1



Tire performance ranking	Italy	U.S.A.	Japan	Thailand
[A] Seems to have good traction performance [B] Seems to have bad traction performance	Tire 1	Tire 4	Tire 4	Tire 1
[A] Seems to run quietly [B] Does not seem to run quietly	Tire 2	Tire 4	Tire 2	Tire 2, Tire 1
[A] Seems to have good performance on dry roads [B] Seems to have bad performance on dry roads	Tire 4	Tire 1	Tire 4	Tire 4
[A] Seems to have good performance on wet roads [B] Seems to have bad performance on wet roads	Tire 1	Tire 3	Tire 1	Tire 3
[A] Seems to have good comfort ride [B] Seems to have bad comfort ride	Tire 2	Tire 4	Tire 1	Tire 1
[A] Seems to last a long life [B] Seems to not last a long life	Tire 3	Tire 1	Tire 4	Tire 4
[A] Seems to have good performance on unpaved roads [B] Seems to have bad performance on unpaved roads	Tire 1	Tire 3	Tire 1	Tire 3



Category

All

Year Month

All

Country

All

Tire No

All

X-Axis

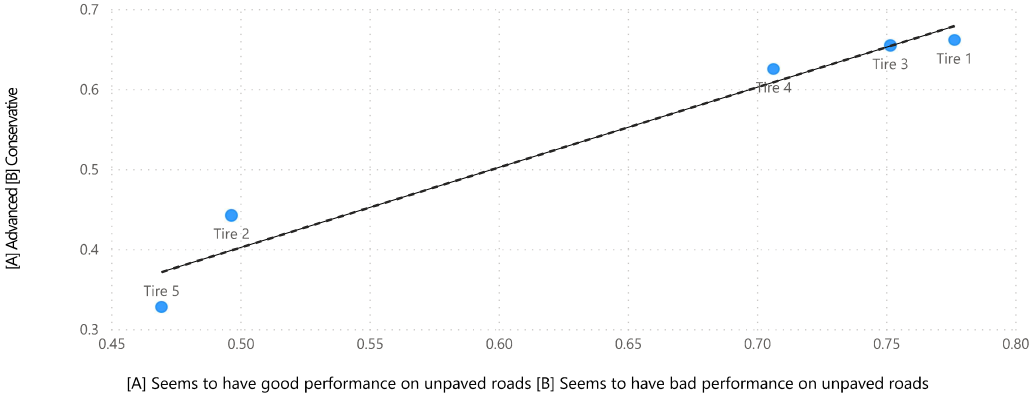
[A] Seems to have good performance on unpaved roads [B] Seems to have bad performance on unpaved roads

Y-Axis

[A] Advanced [B] Conservative

0.98

$Y=1x + -0.1$



X-Axis

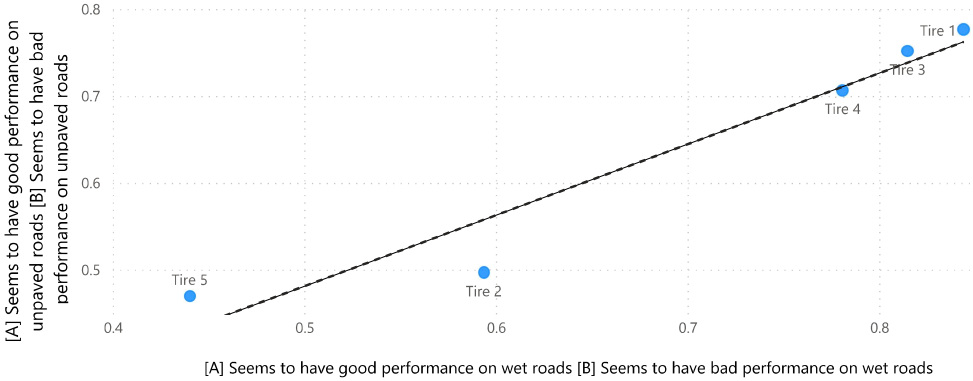
[A] Seems to have good performance on wet roads [B] Seems to have bad performance on wet roads

Y-Axis

[A] Seems to have good performance on unpaved roads [B] Seems to have bad performance on unpaved roads

0.97

$Y=0.82x + 0.07$



X-Axis

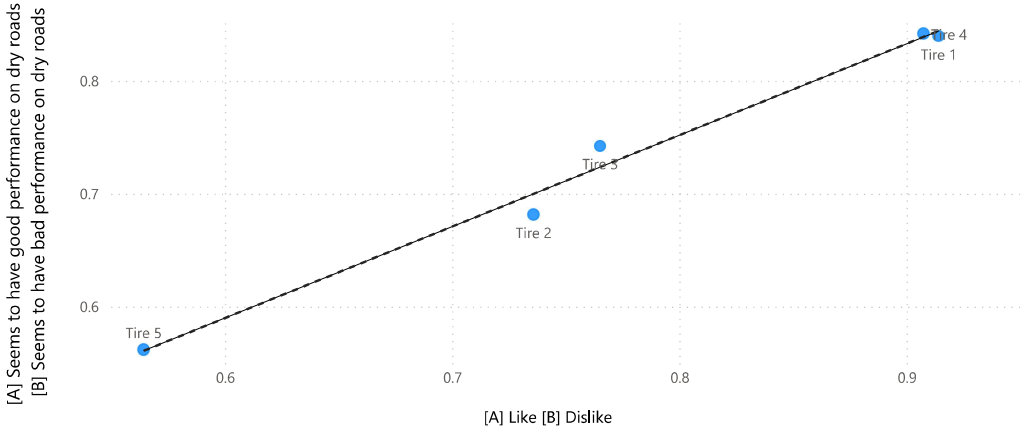
[A] Like [B] Dislike

Y-Axis

[A] Seems to have good performance on dry roads [B] Seems to have bad performance on dry roads

0.99

$Y=0.81x + 0.1$



X-Axis

[A] I want to buy [B] I don't want to buy

Y-Axis

[A] Like [B] Dislike

0.95

$Y=0.93x + 0.34$

